

What is claimed is:

1. An absorbent article comprising:

a selectively-permeable topsheet;

a substantially impermeable backsheet; and

an absorbent core disposed between said selectively-permeable topsheet and said substantially impermeable backsheet;

wherein the selectively-permeable topsheet comprises at least one treated hydrophilic zone and at least one non-treated hydrophobic zone.

2. The absorbent article of claim 1, wherein the treated hydrophilic zone comprises a surfactant.

3. The absorbent article of claim 1, wherein the treated hydrophilic zone comprises a skin-wellness substance.

4. The absorbent article of claim 3, wherein the skin-wellness substance is any substance effective or perceived as being effective in providing skin protection, skin care, skin improvement, or any combination thereof.

5. The absorbent article of claim 3, wherein the skin-wellness substance is selected from the group consisting of Aloe (*aloe barbadensis*), Bisabolol, *Calendula Officinalis*, Canadian Balsam (*Abies balsamea*), Cocoa Butter (*Theobroma Cacao* seed butter), Eucalyptus leaf oil (*Eucalyptus globulus*), German chamomile (*Matricaria recutita*), Gorgonian extract (*Pseudotergoria elisabethae*), Jojoba, Lanolin, Lavandin (*Lavandula X intermedia*), Lemon balm (*Melissa officinalis*), Rosemary (*Rosmarinus officinalis*), Spike lavender (*Lavandula latifolia*), Tea tree (*Melaleuca alternifolia*), True Lavender (*Lavandula*

angustifolia), Vitamin E, Vitamin E-acetate, Witch Hazel (*Hamamelis Virginiana*) and combinations thereof.

6. The absorbent article of claim 3, wherein the skin-wellness substance is Aloe.

7. The absorbent article of claim 3, wherein the skin-wellness substance is

5 Vitamin E.

8. The absorbent article of claim 3, wherein the skin-wellness substance is Cocoa Butter.

9. The absorbent article of claim 1, wherein the treated hydrophilic zone comprises a surfactant and a skin wellness substance.

10. The absorbent article of claim 1, wherein the treated hydrophilic zone is defined by an area that corresponds to a predetermined insult point or plurality of insult points.

11. The absorbent article of claim 1, wherein the treated hydrophilic zone forms a shaped pattern or plurality of shaped patterns on the selectively-permeable topsheet to substantially correspond to an insult point or plurality of predetermined insult points.

12. The absorbent article of claim 1, wherein the hydrophilic zone is positioned centrally in the transverse direction on the selectively-permeable topsheet.

13. The absorbent article of claim 1, wherein the treated hydrophilic zone is an approximately oval shaped area of about 118 mm to about 144 mm in width at the widest portion and about 260 mm to about 407 mm in length at the longest portion.

14. The absorbent article of claim 1, wherein the forward most point of the hydrophilic zone is about 0 mm to about 20 mm from the front edge of the absorbent core and the rear most point of the hydrophilic zone is about 0 mm to about 20 mm from the back edge of the absorbent core.

5 15. The absorbent article of claim 1, wherein the treated hydrophilic zone corresponds to a male insult point or range of male insult points on said selectively-permeable topsheet.

16. The absorbent article of claim 15, wherein the treated hydrophilic zone is positioned centrally in the transverse direction and the forward most point on the hydrophilic zone is about 0 mm to about 35 mm from the front edge of the absorbent core.

17. The absorbent article of claim 1, wherein the treated hydrophilic zone corresponds to a female insult point or range of female insult points on said selectively-permeable topsheet.

18. The absorbent article of claim 17, wherein the treated hydrophilic zone is positioned centrally in the transverse direction and the forward most point on the hydrophilic zone is about 35 mm to about 55 mm from the front edge of the absorbent core and the rear most point of the hydrophilic zone.

19. An absorbent article comprising:
a selectively-permeable topsheet;
20 a substantially impermeable backsheet; and
an absorbent core disposed between said selectively-permeable topsheet and said substantially impermeable backsheet;

wherein the selectively-permeable topsheet comprises at least one treated hydrophilic zone and at least one non-treated hydrophobic zone, said treated hydrophilic zone comprising a surfactant and a skin wellness ingredient; and

wherein the treated hydrophilic zone is defined by an area that corresponds to a predetermined insult point or plurality of insult points.

20. The absorbent article of claim 19, wherein the skin-wellness substance is selected from the group consisting of Aloe (*aloe barbadensis*), Bisabolol, *Calendula Officinalis*, Canadian Balsam (*Abies balsamea*), Cocoa Butter (*Theobroma Cacao* seed butter), Eucalyptus leaf oil (*Eucalyptus globulus*), German chamomile (*Matricaria recutita*), Gorgonian extract (*Pseudotergoria elisabethae*), Jojoba, Lanolin, Lavandin (*Lavandula X intermedia*), Lemon balm (*Melissa officinalis*), Rosemary (*Rosmarinus officinalis*), Spike lavender (*Lavandula latifolia*), Tea tree (*Melaleuca alternifolia*), True Lavender (*Lavandula angustifolia*), Vitamin E, Vitamin E-acetate, Witch Hazel (*Hamamelis Virginiana*) and combinations thereof.

21. The absorbent article of claim 19, wherein the treated hydrophilic zone forms a shaped pattern or plurality of shaped patterns on the selectively-permeable topsheet.

22. The absorbent article of claim 19, wherein the hydrophilic zone is positioned centrally in the transverse direction on the selectively-permeable topsheet.

23. The absorbent article of claim 19, wherein the treated hydrophilic zone is an approximately oval shaped area of about 118 mm to about 144 mm in width at the widest portion and about 260 mm to about 407 mm in length at the longest portion.

24. The absorbent article of claim 19, wherein the forward most point of the hydrophilic zone is about 0 mm to about 20 mm from the front edge of the absorbent core and

the rear most point of the hydrophilic zone is about 0 mm to about 20 mm from the back edge of the absorbent core.

25. The absorbent article of claim 19, wherein the treated hydrophilic zone corresponds to a male insult point or range of male insult points on said selectively-permeable topsheet.

26. The absorbent article of claim 25, wherein the treated hydrophilic zone is positioned centrally in the transverse direction and the forward most point on the hydrophilic zone is about 0 mm to about 35 mm from the front edge of the absorbent core.

27. The absorbent article of claim 19, wherein the treated hydrophilic zone corresponds to a female insult point or range of female insult points on said selectively-permeable topsheet.

28. The absorbent article of claim 27, wherein the treated hydrophilic zone is positioned centrally in the transverse direction and the forward most point on the hydrophilic zone is about 35 mm to about 55 mm from the front edge of the absorbent core.

29. An absorbent garment comprising:

- a front and a rear waist portion cooperating to form a waist opening;
- a crotch region formed between said front waist portion and said rear waist portion;
- a pair of leg openings on opposed sides of the crotch region; and
- a selectively permeable topsheet, a substantially impermeable backsheet and an absorbent core positioned between said selectively-permeable topsheet and said backsheet;

wherein the selectively-permeable topsheet comprises at least one treated hydrophilic zone corresponding to a portion or plurality of portions at the crotch region and at least one non-treated hydrophobic zone.

30. The absorbent garment of claim 29, further comprising a first leg gather and a second leg gather.

31. The absorbent garment of claim 29, wherein the hydrophilic zone is located on the selectively-permeable topsheet in an area between the first leg gather and the second leg
5 gather.

32. The absorbent garment of claim 31, wherein the hydrophilic zone is centrally located in the transverse direction between the first leg gather and the second leg gather.

33. A method for preparing an absorbent article comprising:
disposing a composition on a nonwoven at one or more predetermined area
10 corresponding to an insult point or plurality of insult points to form a selectively-permeable
topsheet having a treated hydrophilic zone or plurality of treated hydrophilic zones
corresponding to the one or more predetermined areas, said nonwoven being inherently
hydrophobic and comprising fibers or film.

34. The method of claim 33, wherein the composition comprises a surfactant.

15 35. The method of claim 33, wherein the composition comprises a skin-wellness substance.

36. The method of claim 35, wherein the skin-wellness substance is any substance effective or perceived as being effective in providing skin protection, skin care, skin improvement, or any combination thereof.

20 37. The method of claim 35, wherein the skin-wellness substance is selected from the group consisting of Aloe (aloe barbadensis), Bisabolol, Calendula Officinalis, Canadian Balsam (Abies balsamea), Cocoa Butter (Theobroma Cacao seed butter), Eucalyptus leaf oil

(Eucalyptus globulus), German chamomile (Matricaria recutita), Gorgonian extract (Pseudotergoria elisabethae), Jojoba, Lanolin, Lavandin (Lavandula X intermedia), Lemon balm (Melissa officinalis), Rosemary (Rosmarinus officinalis), Spike lavender (Lavandula latifolia), Tea tree (Melaleuca alternifolia), True Lavender (Lavandula angustifolia), Vitamin
5 E, Vitamin E-acetate, Witch Hazel (Hamamelis Virginiana) and combinations thereof.

38. The method of claim 35, wherein the skin-wellness substance is Aloe.

39. The method of claim 35, wherein the skin-wellness substance is Vitamin E.

40. The method of claim 35, wherein the skin-wellness substance is Cocoa Butter.

41. The method of claim 33, wherein the treated hydrophilic zone comprises a
10 surfactant and a skin wellness substance.

42. The method of claim 33, wherein the treated hydrophilic zone is defined by an
area that corresponds to a predetermined insult point or plurality of insult points.

43. The method of claim 33, wherein the treated hydrophilic zone forms a shaped
pattern or plurality of shaped patterns on the selectively-permeable topsheet to substantially
15 correspond to an insult point or plurality of predetermined insult points.

44. The method of claim 33, wherein the hydrophilic zone is positioned centrally
in the transverse direction on the selectively-permeable topsheet.

45. The method of claim 33, wherein the treated hydrophilic zone is an
approximately oval shaped area of about 118 mm to about 144 mm in width at the widest
20 portion and about 260 mm to about 407 mm in length at the longest portion.

46. The method of claim 33, wherein the forward most point of the hydrophilic zone is about 0 mm to about 20 mm from the front edge of the absorbent core and the rear most point of the hydrophilic zone is about 0 mm to about 20 mm from the back edge of the absorbent core.

47. The method of claim 33, wherein the treated hydrophilic zone corresponds to a male insult point or range of male insult points on said selectively-permeable topsheet.

48. The method of claim 47, wherein the treated hydrophilic zone is positioned centrally in the transverse direction and the forward most point on the hydrophilic zone is about 0 mm to about 35 mm from the front edge of the absorbent core.

49. The method of claim 33, wherein the treated hydrophilic zone corresponds to a female insult point or range of female insult points on said selectively-permeable topsheet.

50. The method of claim 49, wherein the treated hydrophilic zone is positioned centrally in the transverse direction and the forward most point on the hydrophilic zone is about 35 mm to about 55 mm from the front edge of the absorbent core.

51. A composition in an absorbent article for providing leak protection and improved skin wellness comprising:

an amount of surfactant sufficient for rendering substantially hydrophilic an inherently hydrophobic material comprising nonwoven fibers or films; and

a skin wellness substance selected from the group consisting of Aloe (*aloe barbadensis*), Bisabolol, *Calendula Officinalis*, Canadian Balsam (*Abies balsamea*), Cocoa Butter (*Theobroma Cacao* seed butter), Eucalyptus leaf oil (*Eucalyptus globulus*), German chamomile (*Matricaria recutita*), Gorgonian extract (*Pseudotergeria elisabethae*), Jojoba, Lanolin, Lavandin (*Lavandula X intermedia*), Lemon balm (*Melissa officinalis*), Rosemary

(*Rosmarinus officinalis*), Spike lavender (*Lavandula latifolia*), Tea tree (*Melaleuca alternifolia*), True Lavender (*Lavandula angustifolia*), Vitamin E, Vitamin E-acetate, Witch Hazel (*Hamamelis Virginiana*) and combinations thereof.

52. The composition of claim 51, wherein the surfactant is selected from the group
5 consisting of TRITON GR-5M, TRITON X-200 and TRITON X-100, available from Union Carbide Corp., Danbury, Connecticut, and SILASTOL PST, available from Schill and Seilacher, Boblingen, Germany, and combinations thereof.